

# LEISURE PLAY

October, Vol. 1, No. 9.

Journal of the Amusement Equipment Industry





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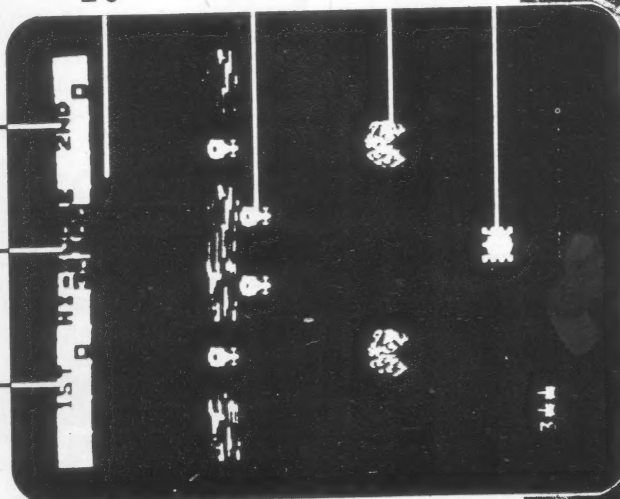
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## COMMENT

The juke box has not been the industry's best loved piece of equipment in recent years.

But a brewery experiment (see page 5) shows what a vital role they play in single site business. Many pubs, it would appear, would be in dire straits without them.

The brewers are realising that what the juke box manufacturers and distributors have been saying for years is right: The juke box can increase the "take" at the bar, whatever the type of pub.

## COVER PICTURE

Space Echo is Gayton Games latest production upright Video Game, incorporating speech.

The cabinet is 24" wide, 25" deep and 5' high and is finished in a tasteful wood grain and contrasting melamine finish. Main features are full colour monitor, 10p and 50p dual coin entries, and large cash box with separator for 10p and 50p coins. The game is manufactured to an exacting high quality.

Invading aliens leave their mother spaceship and peel off in random numbers to attack your City and try to capture ten men in the Skyscraper. You try to shoot them down and protect your men. Should they get carried away, they cry for help and when rescued, compliment you on your shooting.

If the first wave of attackers is destroyed you are awarded bonus points depending on the number of men remaining in the skyscraper.

After scoring bonus the action gets fast and furious, the game ending either with the loss of all your bases or of the men in the skyscraper.

Space Echo is great fun to play and requires skillful reactions and concentration. It is soon to appear in Cocktail Table form.

## ACE COIN

In last month's Inside Story feature on Ace Coin Equipment Ltd. we inadvertently stated that the Company had been taken over by their Dutch Distributors. In fact, the company was taken over by a Holding Company in Jersey and our article should have said that Ace managed to retain their close association with Hobea as their Distributors for Holland, after takeover. We apologise for any inconvenience that this error may have occasioned.

# LEISURE PLAY

Editor..... TONY CARTER  
Advertising Manager..... BERNIE ROGERS  
Production Director..... TONY MASHEDER  
Editorial Addresses: Leisure Play, McMillan Martin,  
Northgate, White Lund Estate, Morecambe. Tel.  
0524 - 36241.  
Europe: Mary Openshaw, 44 Quai Du Commerce  
(Box 00), 1000 Bruxelles, Belgium.

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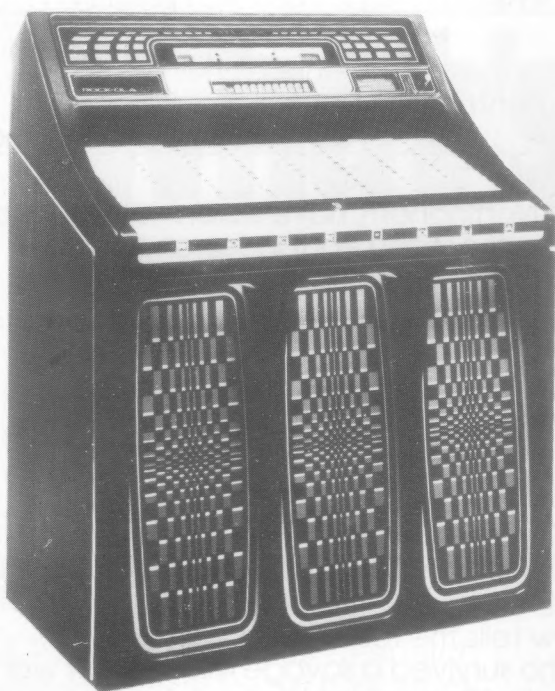
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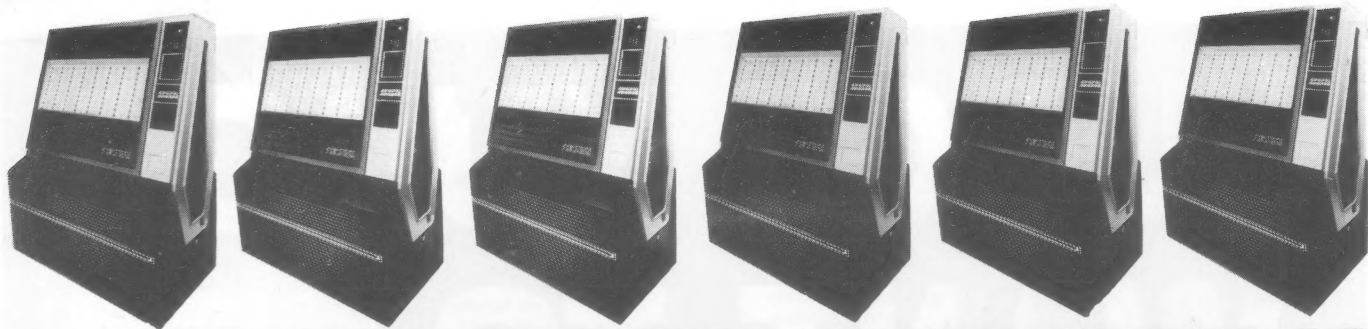
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# A PUB WITH NO JUKE BOX IS BAD NEWS FOR THE BREWERY

The juke box survived a pretty grim period in the United Kingdom a few years ago. Now it is established as a piece of equipment that will never match the earnings of the current generation of amusement machines but which nevertheless has a vital role to play in single site business.

A leading juke box distributor recently told us that he was getting a little tired of people saying that although the price of juke boxes had increased, the takings had not.

He accepted that during the last few years manufacturers had brought out more and more amusement games and the money available from the punters had not always gone in the juke boxes.

But, unlike other amusement equipment, the actual amount of money taken by the juke box is not always the crucial factor. It has been proved beyond doubt that the pub with a juke box is a bigger attraction than one without.

Figures bear this out. A recent survey showed that 94 per cent of the public houses in Britain had a juke box somewhere on the premises.

One brewery conducted an experiment after the manager of one of their houses complained that the juke box was actually driving customers away from his pub. The juke box was withdrawn for a trial period of three months.

During the experimental period the pub had its lowest

takings over the bar for any three month stretch in the previous 10 years. Throughout the three months without a juke box the pub was never more than a quarter full and attracted only people from the older age group.

The manager later admitted that the ones who had complained about the juke box were from this age group. When the juke box was reinstated trade improved almost immediately and the only people who left in protest were half a dozen men from the older age group. Where did they go? A few yards round the corner into the vault of the same pub!

One of the points that intrigued brewery officials about this experiment was the fact that the juke box had never been a particularly good source of income. But its very presence obviously attracted a wide cross section of the public — people who presumably liked to have a juke box on hand to play music if and when the mood took them.

It certainly had a tremendous influence on the amount of money taken over the bar.

Another interesting aspect of the experiment was the break-down of age groups. It was not only people in their late teens and early 20s who stayed away when the juke box was withdrawn. The missing customers included many in age groups right up to the late 40s.

The case for the juke box had been conclusively proved as far as the brewery was concerned and it led to them installing juke boxes in the few pubs in their group which had not already got them.

Some years ago in South Africa juke boxes were installed in bars on free play. It was found that the sale of drinks increased so dramatically after installation that there was no need for a cash return from the juke box.

Although the juke box "take" is sometimes modest to say the least, it more than makes up for that by attracting customers to the premises to buy the main product.

During the last few years the juke box has undergone many changes for the better — both inside and out. In the 1950s and early 60s the garish designs and limited play of many models earned them something of a bad name.

Today there is a design to suit every site. Even rural taverns which look more like stately homes from the outside accommodate them. The beautifully finished cabinets, soft lighting and carefully designed lines of many juke boxes enhance the decor rather than spoil it.

In Europe the trend is almost identical. Although the drink outlet trade is totally different with many more privately owned bars, the customers enjoy music with their tipples. West Germany alone has 85,000 juke boxes.



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# A LOOK AROUND THE SHOWROOMS



With their **Crazy Balloon** video game, Taito moved away from the space wars theme they introduced so successfully. The object of this game is to guide a swaying balloon through a maze of pin wheel obstacles. There are four control buttons which enable the player to move the balloon in any direction. If he takes too long negotiating the hazards a bogey man erupts on the screen and forces him to move. When the player thinks he has the maze beaten, pin wheels attack him forcing him to take evasive action.

The **Sahara** club machine produced by Marian Electronics of Chalford, Gloucestershire, has a £50 jackpot. Among its features are double or nothing gamble and no lose gamble. It has criss cross on centre reels, hold feature and also hold after hold. Sahara's sleek lines coupled with its well designed and colourful front make it an increasingly popular choice. It has a 5p play but has gained a reputation as a high earner.



**Rolling Crash** can be played by one or two players. The Nichibutsu game is based on two cars, one operated by the player with a lever, the other travelling in the opposite direction — head-on. The driver is able to change lanes to avoid the other car and a point is scored when the car is driven safely. There is a speed-control button and the course is figure eight shaped. In 2, 4, 6 or 8 patterns other lanes are opened, which causes the cars to reverse.



Universal's **Cosmic Alien** comes in upright and cocktail table versions. The player has to repel diving alien attacks from the front and rear and it is a game that the most experienced video game players find challenging. If the player manages to score 800 points by knocking out the chief of the attacking force and his three guards his spaceship is then exposed to attack from the rear. **Cosmic Alien** is supplied in the United Kingdom by Electrocoin Automatics Ltd., of Tottenham Court Road, London.





# Introducing The Versatile Video System



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Is the ability to interchange each model as it becomes less popular on site. This enables all systems to be a permanent top money taker throughout its entire life! How's that done? For a minimum of approx £250 to a maximum of £475 any system video can be changed into an alternative system game. The conversion is carried out by the Dutchford factory within 7-10 days. The conversion includes 'New Flash', 'New Game Programme', 'New Panel' and where necessary full cabinet refurbish. In short, to purchase system video means you do not buy built in obsolescence, but you buy a video system with unlimited lifespan.

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# INSIDE STORY

## Top Quality is More Important than Size, says Freddie Bailey

**F**reddie Bailey, dynamic Chairman of the Nottingham-based Game World Group of Companies believes the video boom in its present form has about another two years to run. Then, he estimates, the United Kingdom will find itself at saturation point, a situation the Japanese have been learning to live with for some time. And it is then that the chickens will come home to roost.

Freddie reckons that a lot of British manufacturers will drop from the scene. He said "The ones that will stay in business are those which always have up-to-the-minute games; the ones with first class components in their machines; the ones who concentrate on top games. I get a weekly report from Japan and I have visited the country six times in the last twelve months. There is no doubt they are now grossly over-burdened with video games.

"That position will be reached in the United Kingdom. But I feel even when there is a levelling out there will always be a demand for videos from operators who know they can get service and quality coupled with the high standards I have mentioned".

All Game World's future plans are based on a foundation of quality products and first class back-up service. They feel the time will come when only firms who can offer these standards will remain in the industry.

"We deal in original games only", said Freddie. "We have no place for rip-offs here."

The company's new 7,500 sq. ft. premises in Queens Drive, Nottingham, will be used for the operating, distribution and accounts departments with the existing Lillington Road South

factory retained for manufacturing and development.

"But we don't want to get any bigger at the moment", said Freddie. "This brings us back to quality. For instance the guy who assembles a machine here follows it right the way through. He does not stand by an assembly line fixing one particular part. He assembles the entire game from the various components. This means he is interested in the job he is doing and even more important... it gives him pride in his work. The customer must always benefit when a product is produced by enthusiastic workers."

The Game World group of which Freddie Bailey is Chairman consists of Game World (Manufacturing) Ltd.; Game World Leisure Ltd. (Sales); Game World (Operating) Ltd. and Game World (U.S.A.).

The U.S.A. company is opening arcades on the West Coast. There are also plans to launch a Game World finance company offering operators immediate finance.

All the companies are wholly owned subsidiaries of Game World (Manufacturing) of which Mrs. Geraldine Bailey, Freddie's wife, owns 75% of the shares. Mr. Peter Drury, Director in charge of production, owns the other 25%.

Freddie Bailey said "We feel we are building our business on service. We can guarantee any of our machines, including those manufactured by other people. We can turn round any part within 24 hours."

Game World's Kamikaze, one of the latest video games from Japan, is selling very well. The cabinet was designed by Freddie Bailey and he and Peter Drury got their heads together and

improved it further. "We have put into the cabinet what we feel the operator needs. I was an operator for 20 years", said Freddie.

The front of the machine slides out like a drawer so that the engineer can reach all the components without moving it. It is proving a great hit in pubs with its easy maintenance, elegant looks and fiddle-proof interior.

Freddie Bailey comes from a travelling fairground family. He started in the automatic business when he was 16, converting 20 machines a week at small premises in Derby. The last few years he has lived in Dublin, commuting between there and the U.K. on a weekly basis.

Originally there were plans to run the company from Eire. "But when we appointed Peter Drury he was not keen to move to Eire" said Freddie. "We valued his expertise enough to sacrifice all the grants, financial aid and tax concessions offered in Eire and set up the factory in Nottingham."

Freddie Bailey was in partnership with a German before he bought out the other interests in an amicable arrangement. There are now plans for new games to be developed at Game World including a video AWP. Freddie Bailey has taken the plans of this to an American company which will help with the development.

Game World recently signed a contract to manufacture Japanese FIREBIRD uprights under licence and import the cocktail table version of the game. They chartered a special aircraft to bring the tables from Tokyo.

△△△





1 Freddie Bailey and his wife, Geraldine.

2 Brian Jacobs (left) Sales Manager, and Steve Clark, Works Foreman.

3 Peter Harris, Financial Director.

4 Jan Murden, Company Secretary.

5 Krys Norton, Receptionist.

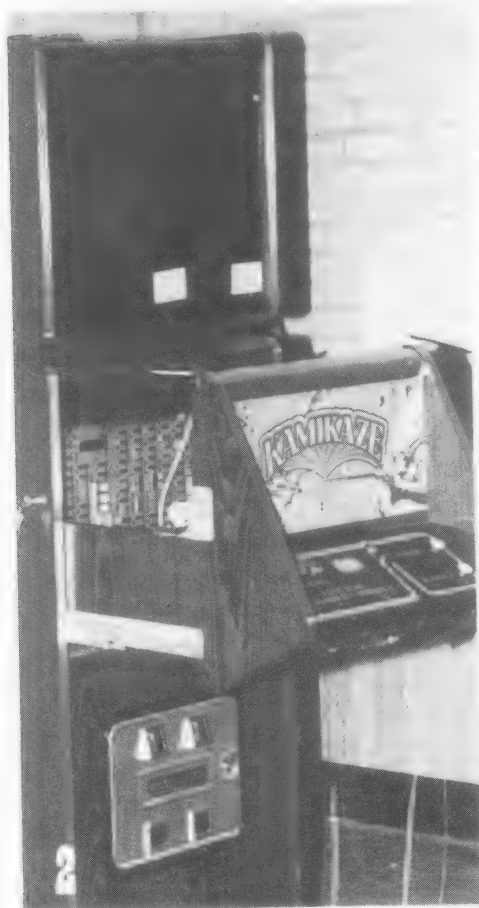
6 Janine Bentley, Electronics Technician's Assistant.







- 1 The main works at Game World.
- 2 Kamikaze machine, showing easy access for service.
- 3 Patrick Wilson, one of the assemblers.
- 4 The harness assembly line.



# EXCEPTIONAL PROFITS ALL THE WAY WITH THE

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# BIG



## 1. CRAZY BALLOON

Crazy Balloon is taking off in a big way. Make sure you climb on board and get your share of the profits.

It's a game of skill and strategy. Players manoeuvre a delicate swaying balloon through a maze of pinwheel obstacles, which attack the balloon, calling for fast evasive action.

Additional flight hazard - "Hurricane Man" attempts to blow the balloon off course onto destructive pinwheels.

- Three maze formats.
- Choice of 3 "Play-Skill" levels.
- Players name can be registered on screen next to score.
- Lively theme music.

## 2. LUPIN III

Lupin is Japanese Robin Hood style character who robs the rich to give to the poor.

Players must safely winch Lupin from the helicopter onto the security building.

He proceeds to take money bags from safes at the top of the screen to vaults at the bottom.

Lupin must evade capture by guards and guard dogs.

- As game proceeds, the number of guards and dogs increase.
- If Lupin takes 2 bags at a time he slows down.
- Emergency - "Panic Button" (4 calls per game) gets Lupin out of tight spots - but could land him in even bigger trouble.

## 3. LUNAR RESCUE

In this exciting rescue game, players come to the aid of 6 astronauts marooned on a planet.

Rescue craft are guided to and from mother ship, player must avoid hostile space craft and meteorites in their attempt to save the astronauts one by one.

- Fire missiles in self defence.
- Adjust speed of rescue craft.
- Bonus points for destruction of hostile craft and successful docking.

## VIDEO'S



## 4. BALLOON BOMBER

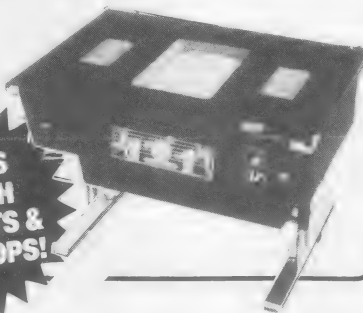
Balloon bomber looks simple - but players beware!

Players use cannons to knock-out bombs carried by balloons. Hitting the balloon is not enough as bomb will still fall bringing its destructive consequences.

When bombs hit ground they leave craters which make it impossible for cannons to move freely into other areas.

Adding to the confusion are aircraft that from time-to-time fly over to drop bombs.

- Three cannon chances.
- Extra cannon awarded when score of 1500 is achieved.
- Bonus points if bombs from aircraft are hit.



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# CHILDREN'S HOSPITAL WILL BENEFIT FROM THIS COMPETITION

The Great Ormond Street Hospital for Children is to benefit from a competition launched specially for the amusement equipment industry.

Managing Director of Electrocoin Automatics Ltd., Mr. John Stergides, is offering a first prize of Universal's NO MAN'S LAND, the extremely popular video game based on a tank battle.

The London hospital, the most famous of its kind in the world, will receive all the money raised in entry fees between now and the end of the competition early next year. Entry forms will be included in the November, December and January issues of Leisure Play and separate ones will be printed for distribution at exhibitions.

All you have to do to enter is identify the partly blanked out face of this well known personality in the amusement equipment industry and enclose your entry fee of £1. The NO MAN'S LAND prize will go to the first correct entry drawn out of the bag.



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# JIM & ANN — PEOPLE WHO CARE ABOUT PEOPLE

Jim and Ann Casey, the husband-and-wife team at the head of Gayton Games, firmly believe that one of the most important attributes in a successful business venture is the personal touch.

Their firm formed in 1973 is built on a sound foundation of good business technique, carefully researched design, sound manufacturing and that all-important attention to people.

The recently opened showroom is mainly about people. When customers walk through the door they are not "ambushed" by salesmen. There is a friendly welcome, an invitation to the pleasant corner bar or other refreshments before business is even mentioned. Ann said: "Many of the people who come to the showroom have travelled two or three hundred miles and we feel it is essential to make them feel welcome". Jim added: "They are not buying a bag of nuts and bolts, they are buying expensive equipment and therefore we like to give them hospitality."

The firm has come a long way since Jim and Ann set up business in Northampton seven years ago. They moved from their original premises in the town to the site which now houses the showroom in Ethel Street, but as business increased and more manufacturing space became a necessity rather than a convenience, they moved to Woolmonger Street while retaining the Ethel Street premises.

All manufacturing design and assembly is carried out at Woolmonger Street while Ethel Street houses the showroom and warehouse. Other rooms there are being converted to a boardroom and offices.

Jim Casey has been in the business exactly 21 years. It was a stroke of fate that introduced him to the industry. He spent most of his Army National Service in Germany and by the time he was demobbed spoke the language fairly well. On his return to 'Civvy

Street' he ran a cafe in London. Customers were entertained by and elderly German juke box which frequently broke down. After seven visits from engineers Jim, who before his National Service had worked on precision instruments for Ministry of Defence contracts, told the angry operator of the juke box that he would have a look at it. He understood the German instructions. Jim managed to fix the juke box and the grateful operator immediately offered him a job. Jim Casey had arrived in the amusement equipment industry.

Shortly after that Jim set up business on his own as a single site operator and eventually went into arcades, inland and seaside. Finally he went into the manufacturing side of the industry. But there came a point when Jim and Ann Casey had to make a decision as to which side of the industry to concentrate on. The manufacturing side was expanding rapidly and they decided that was the section on which to concentrate. Ann said: "You can only split yourself in so many directions". They pulled out of the operating side and eventually sold the arcades.

Until their recent expansion Jim and Ann handled all the sales themselves. They recently appointed Jim Elwell as Machines Administration Director and Tony Sussex as Sales Manager in charge of the new showroom.

Jim Casey is the "ideas man" and most of the famous Gayton pushers are built to his design. He works with the actual materials rather than with pencil and paper. "For instance if we are designing a new cabinet I get our wood machinist, Len Stokes, to cut the wood to a certain size rather than working to drawings," said Jim. "That way you can tell instantly whether or not you have got it to the right dimensions."

A complete machine is then built in the Woolmonger Street workshops and when the Caseys are satisfied that the prototype has a future, specialist firms are

contacted and invited to tender for the supply of parts. But the prototype is retained and subsequent supplies of components are carefully checked against it to make sure they come up to the original Gayton specifications.

All the machines are then assembled on the Woolmonger Street premises.

At the moment Gayton are concentrating on videos. The pushers and the Gayton vending machines such as Lucky Egg are built in the winter so that they have ample supplies for the start of the summer season.

Video logic boards are bought from Japan and monitors from a Canadian company through a British agent. Everything else that goes into the Gayton videos is specially built for the company in this country.

Gayton have their own technical and software departments and can re-programme the games. When the kits arrive they go straight to the technical department which has test rigs for all the games. They are not fitted into the machines until the technical department has made thorough tests on them. Bob Platts is the Technical Manager.

The micro-processor technology of the video games is nothing new to Gayton Games. They have been using them in their pushers like the six-player Super Drop and the single-player Oranges and Lemons for years.

Jim Casey feels the video boom has a fair way to go yet. "There is a chance some firms — those with little experience of the industry will catch a cold. But in this industry you have got to be thinking well into the future. That is exactly what we do here and if the video side should fall away we have plans that will keep us on the right path."

The one part of those plans not on the secret list is Jim and Ann Casey's insistence that people must come first △△△





- 1 and 2 Jim and Ann Casey.
- 3 Gayton's development department.
- 4 The showroom building.
- 5 Sales Manager, Tony Sussex.
- 6 Jim Elwell, Machine Administration Director.



WURLITZER

X11  
ELECTRONIC

NIAGARA



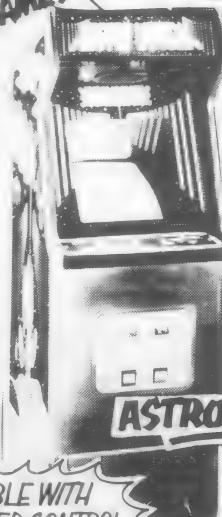
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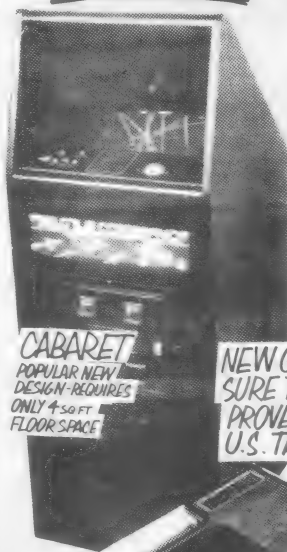
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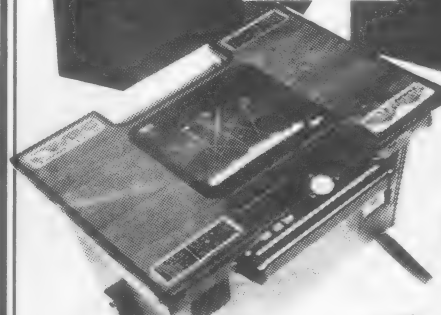
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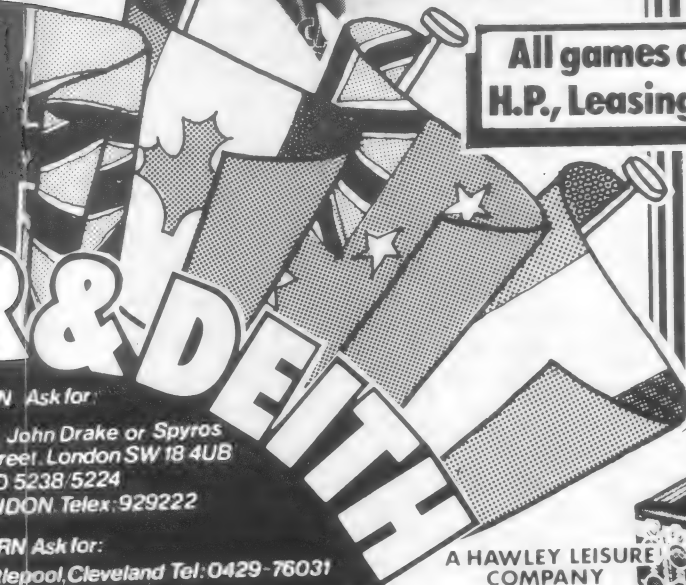
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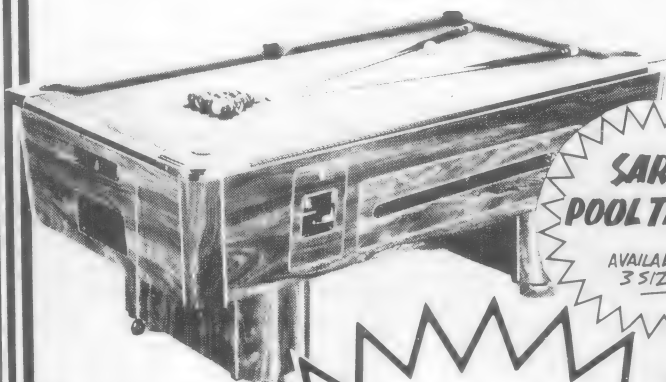
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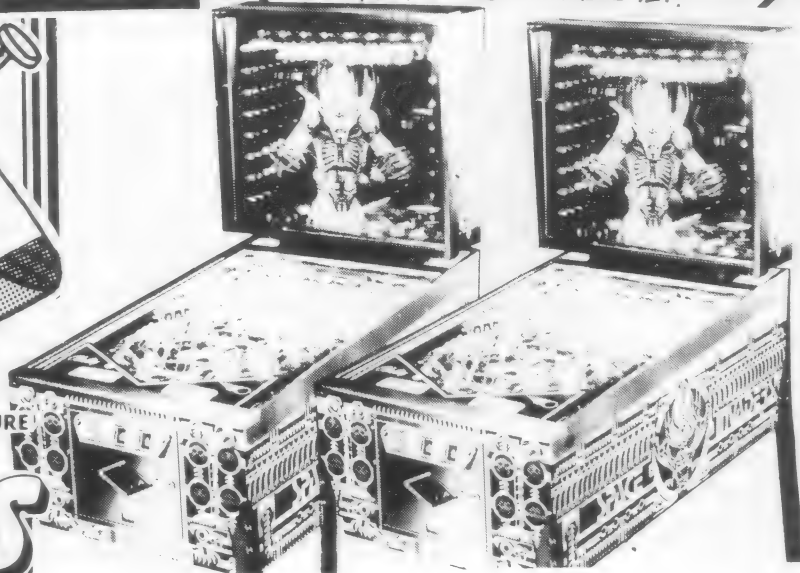
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# LEISURE PLAY INTERNATIONAL

## **"THE STAMBOULI TOUCH" LEADS TO WORLD WIDE DEVELOPMENT.....**

Fifteen years ago three young men commenced in Beirut, the capital of Lebanon, what were to be very impressive careers in the automatics business. They were the Stambouli brothers, Elliot, Jo and Robert, sons of a well known and respected Lebanese businessman.

Their parents had their three sons extremely well educated in Europe. Each of them received the best possible commercial training, and all spoke several languages, including English, fluently. Mr. Stambouli Sr. most certainly hoped that his sons would follow business careers similar to his own. But it didn't work out quite like that.

Close in age, the Stambouli brothers, who get on extremely well together, decided to unite and go into business on their own account as soon as their student days were over. Their father was delighted; this was just what he had hoped for.

The business they had chosen was importing goods into Lebanon, and selling them. It was Elliot, the eldest brother, who had enjoyed playing on flippers while studying in Europe. And it was his idea that it might be a good idea to include flippers in the goods they handled. His brothers agreed. At that stage their father, occupied with his own numerous business affairs didn't take much notice of the idea.

But the flipper project didn't develop as the brothers had hoped. In fact, they could do nothing about it for some time. For they discovered that when the Casino in Lebanon had been founded in 1960 the firm which ran it was given the monopoly to operate pay-out machines in the country, and all other games,

even the simplest amusement games, were banned.

But the more the brothers thought about the flippers, the more they liked the idea of importing them, and perhaps even operating them. So they began a legal battle which lasted some time, ending up in Lebanon's highest court with a verdict in their favour. Ever since then flippers have been operating in Lebanon, and this is entirely due to the tireless efforts of the Stambouli brothers.

By this time their parents began to realise what they were doing. For soon after the ban on flippers was lifted the brothers began to concentrate on coin operated equipment and nothing else. And they set up an arcade in Beirut. And their parents did not like their idea of their going into the automatics business at all! Happily before too long their father began to realise that the automatics business was not so bad after all. In fact, he soon became interested in what his sons were doing, and became as enthusiastic as they, as indeed he still is.

I must have met Elliot Stambouli for the first time soon after he and his brothers began to concentrate on automatics. In 1972 I visited Beirut for the first time. In those days Lebanon was at peace, a beautiful, prosperous little country, known as "the Switzerland of the Middle East."

I got a wonderful welcome from the Stambouli brothers, and ever since that time we have been very good friends. When I saw their beautiful arcade and luxurious offices in Beirut I quickly sensed something called "the Stambouli touch". The brothers are perfectionists, and

their arcade in Beirut really was wonderful. There was air-conditioning, and everyone who came in, whether to play or just look round, was offered coffee or a soft drink.

Flippers had quickly become enormously popular in Lebanon. In fact, I have always said that Beirut is the flipper capital of the world! The brothers were appointed Gottlieb agents, and were importing substantial quantities, at least one thousand of each model, for they were supplying other operators. In fact, in a very short time they had become by far the most important distributing firm in the Middle East, supplying equipment to other countries where it was allowed to operate in the area. From the start I was tremendously impressed by what the Stambouli brothers were doing, and how they were doing it. Also, I had a very definite feeling that they were going to make big advances in the automatics business.

Then came the terrible news of the war in Lebanon. The Stambouli family had to leave their country, leave everything. Mr. and Mrs. Stambouli Sr. went first to Athens, then to Paris, where they now live. Elliot went to South Africa, where he established a branch of their business. Jo went to Paris where he took the first steps towards founding what is now the big, thriving French branch. Robert took his wife and children to Cyprus, a flight of only 20 minutes

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**By**  
**Mary Openshaw**

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from Beirut, so that when possible he could do something about the Lebanese branch. And he founded the Stambouli branch in Cyprus, which I have visited.

During this period I met the brothers from time to time at various exhibitions, and I always admired the way they kept going and progressed in spite of the tragic situation in their own country.

The war in Lebanon broke out in April 1975. Between that time and November 1976 none of the Stamboulis was able to return to their home country. But the very day after the Arab Peace Keeping Force arrived in Lebanon, Robert returned to Beirut. He found the premises where they had had their headquarters and arcade undamaged, but most of the machines and some of the furniture had been stolen. And 700 brand new Gottlieb flippers, ordered before the war had been completely destroyed at Beirut docks.

In a few short weeks Robert Stambouli managed to get things going again. It was still too dangerous for him to bring his family back to Beirut, and indeed it still is to this day. So he goes to see them in Cyprus, where they still live, as often as he can. And because the business has built up again so much in Lebanon, this is not as often as he would like.

I went over to Beirut from Cyprus with Robert in March 1979. It was an extraordinary and very interesting experience. In spite of continued shooting and bombing, operators were almost queueing outside the office to come in and buy machines. The arcade was open and thriving. In fact some more Stambouli arcades had opened. There is no single site operation in Lebanon.

I have been to their branch in Paris several times. At first it seemed that the premises at Pantin, on the outskirts of the city, were going to be too big, but now they are already becoming cramped. They are the headquarters of the French branch, which both supplies and operates equipment. Also, they are the liaison office between all the Stambouli firms, which are found on five continents. Important branches, among others, are in New York, South Africa, Haiti and Chile, though the branch in Lebanon remains the real heart of the Stambouli enterprises.

On a recent visit to Paris I spent some pleasant hours with Elliot Stambouli and Micheline, his charming wife. Elliot now travels a great deal, visiting all the different branches. He had quite a lot of news for me.

"At the end of this year, 1980 we shall have between 25 and 30 percent of the French market" he told me. "We are now growing at an enormous rate."

The French branch now has partial distribution in France, a very substantial share, for Gottlieb, a firm with which the Stambouli brothers have excellent and long-standing relations, which began when they introduced flippers to Lebanon.

The American branch, Elliot told me, is now well established in its new headquarters in the Empire State Building in New York. A recent addition to the staff there is Ronald MacGill, recently appointed assistant manager. He has had 21 years experience with another well known firm in the business, and is going to be a big help.

The Stambouli brothers all work terribly hard, and Micheline has now joined the firm. She is in charge of publicity at the Paris branch, for she and Elliot have made their home in the French capital. She supervises the up-to-date printing department now installed, for the firm prints all its own leaflets and letter headings.



*Mr. and Mrs. Elliot Stambouli with TJ, the firm's mascot.*

"But the big thing at the moment is the Karateco video games, for which we have world-wide distribution, appointing sub-distributors," Elliot told me. "These games are made specially for us in Japan, and we help with designing them. We have become very interested in the manufacturing side". The current Karateco models, Taskete, Firebrand and Moon Cresta, are all good names, and all popular. Famous firms have been appointed by the Stambouli Brothers as distributors of Karateco, including Nova of West Germany, Britain's Game World, and Mondial of France.

"By doing it ourselves we get exactly what we want, and when we want it," explained Elliot.

Expansion, now going so fast for the Stambouli brothers, brings its own problems. "We find it hard to get really good, competent people to work for us; we're looking for them all the time," Elliot told me. "Do tell people who you think might consider joining us to get in touch with us!" And I hope that these last lines may, in some small way, help this interesting and progressive group of firms towards further success.

△△△

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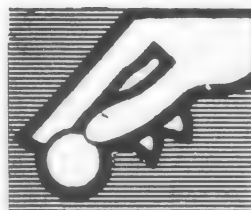
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**Club Bingo** from J.P.M. housed in a slimline cabinet is a 10p game with three jackpots — £100, £50 and £20. It

incorporates a Bingo feature which is available at random at the end of a non-winning game.

The player on all wins up to £5 has three options — take win, gamble win, take half win and gamble half. The gamble, if won, can be repeated twice more to achieve eight times the original award.

The proven microprocessor control system with a self test facility is used on the machine together with the stepper reel unit which does away with the need for wipers and stud contacts to relay reel position information to controller.



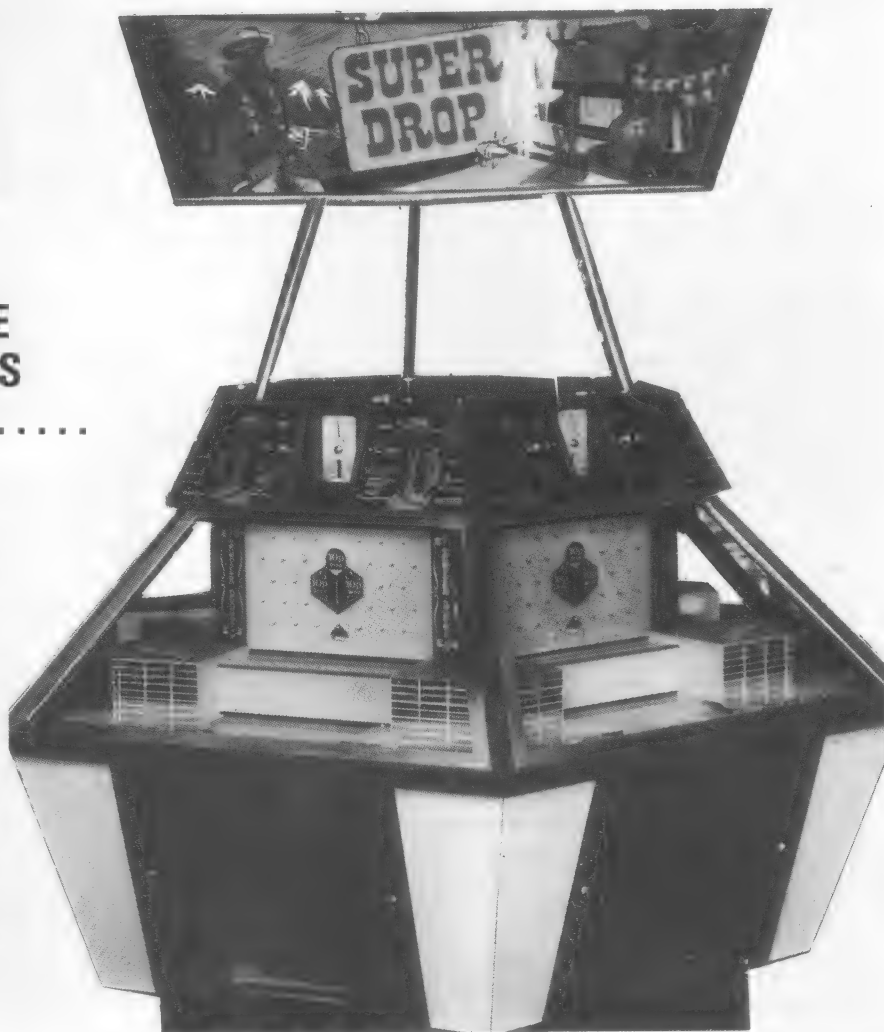
**Road Champion** from Taito tests a player's reflexes to the limit. After his car appears on the screen he presses the accelerator and drives along a moving race track, avoiding collisions. But he can score more points by driving faster and playing time is extended when the score reaches 400 points. During the last few seconds of extended play time a beeping tone will indicate the last lap and the finish line will appear. If the player's car reaches the finish line first an electronic 'fanfare' sounds.



## AROUND THE SHOWROOMS CONTINUED .....

**Super Drop** is a six-sided, six player pusher from Gayton Games, of Northampton. The whole machine is controlled by a microprocessor unit. Each station has a built-in change unit and 10p drop feature to playdeck.

Separators sort 10p from playcoinage before filling the hopper for change unit. There is automatic tilt and alarm and a large capacity cash box with a separate lock. The machine can be supplied on any coinage and dimensions are: 5' 3" at narrowest by 5' 6" at widest by 6' 9" high. Weight: approximately 260 kgs.



# PERSONALITY

## FOCUS – by Mary Openshaw

This month Personality Focus is on Rudy Hommerson, a Dutch arcade operator and a man very well known at international level.

Rudy comes from a family of travelling showmen, and his father was by far the biggest and most important showman in the Netherlands. But like many of his kind he decided to settle down. I won't go into the early chapters in the history of how the Hommerson arcades were founded at Scheveningen, the big seaside resort that adjoins The Hague, except to say that from the start everything was done the Hommerson way — and the Hommerson way meant as near to perfection as possible.

Mr. Nicholas Hommerson has been dead for some years now. I knew him, of course, but not as well as I know Rudy and his wife and family, who are personal friends of mine. I chose Rudy for this Focus not so much to hear his opinions, but for him to explain to me what he has done, how and why. For I think that what he has done is not only interesting but it can also be inspiring to other arcade operators.

Hommerson's Sportland, near the seafront at Scheveningen, was always a very impressive arcade, spotlessly clean and exceptionally well run. All the latest and best games were installed, and it really was one of the big attractions of the resort. But Rudy was always

### THE MAN WHO FILLS HIS ARCADES – RAIN OR SHINE



RUDY HOMMERSON

thinking of how he could make it even better.

So he installed air-conditioning. "I put this in because as every arcade owner knows, people just won't come into a place during a heatwave," he said. He felt that there would be big benefits even with the rare heatwaves on the North Sea Coast. "If we got a spell of really hot weather during the peak weeks, there were always big drops in the takings, and I felt that the air-conditioning would prove to be a sort of insurance against that," he said.

And that is exactly what it turned out to be.

In fact, it was a big advantage on wet, cold days as well, when the place was crowded. "It keeps the atmosphere fresh and clean, and makes a big difference," he said. I don't know of any other European arcade operators who have installed air-conditioning, but I do know that at the Hommerson Sportland at Scheveningen it has been a tremendous advantage.

Rudy had always aimed at attracting family business, and a few years

ago he began to feel he wasn't really providing enough equipment that would really appeal to and please children. There were kiddie rides, and some of the games were chosen to appeal to children, but he felt that a much more concentrated effort was needed.

So on the upper floor — Sportland had two floors — he reserved a special section for children, with a Western decor and called the Kiddie Ranch. It was so successful that before long he enlarged it.

Then the winter came. And during those very quiet winter week-ends, when the arcade was opened more to give the permanent staff something to do than for any rush of business, Rudy noticed that the Kiddie Ranch had become the focal point of interest. He soon extended it to cover the whole of the upper floor.

"It's all local people who come," he told me. "They come to Scheveningen in the winter, but not in the summer, when the place is full of holiday makers." He told me that even school parties were brought there on Wednesdays, which is a school half-holiday in the Netherlands.

So a certain rhythm began. During the winter months the Kiddie Ranch had the whole of the upper floor, in the summer it was reduced in size, but still remained a big attraction. The other Hommerson arcade, on the Pier at Scheveningen,



soon had its own children's section, this time called Silver City, but open only during the summer season.

I asked Mr. Hommerson if he has any difficulty in finding games suitable for children. "Not at all. Many of the simpler games for adults are quite suitable for children," he replied. He soon found, for example, that children love to play on flippers, but that they are too high. So in the children's sections the flippers are set out on a low bench. Certain other games are mounted on shorter legs. When this is not possible, stands for the children are provided.

So well did his experiment to attract family business go that Rudy developed it even further. He installed a little theatre where puppet shows, or a magician, or cartoon films were provided to amuse the children.

The result of the whole idea was that business in Sportland was almost as

good during winter weekends as on average days during the season. It was a place to bring children to, yet where the parents could find amusement as well. Mothers might like to stay with the kids, but fathers enjoyed playing on the games in the adult section of the arcade.

In 1977 Rudy celebrated the 25th anniversary of his big arcade in Scheveningen; he had several others by this time. Most people in the automatics business would give a cocktail party for friends and others in the business to celebrate such an event. Not so Rudy Hommerson. Instead, he gave a supper dance for all his best customers, the most regular visitors to the arcade. Everyone received gifts. "We had a wonderful time, it was so good to meet so many friends", Rudy told me.

At present Rudy Hommerson is dealing with a very unusual problem, one that I have

never heard of before. The big building where the Sportland arcade was situated has been pulled down. When it is re-built he will move back, and he has already told me about some of the brilliant ideas he is going to bring to reality there. But in the meantime Sportland continues. How, you may ask. Well, Rudy took temporary premises nearby, and has installed his arcade there.

Everything is done well, though these premises will be for three years only. There isn't as much space, but with ingenuity a wonderful selection of machines has been installed. As for the children's attractions during winter week-ends, these continue, but on a smaller scale. Once the new premises are opened the whole idea will be re-developed, and be better than ever.

So well is the name of Hommerson known in Scheveningen that even the temporary Sportland is attracting the crowds

just like the old one. "We're very little down, very little," Rudy told me, both last year, and again this year when I visited him. The temporary Sportland will continue all next year, then in the Spring of 1982 will come the move to the new premises, just across the road.

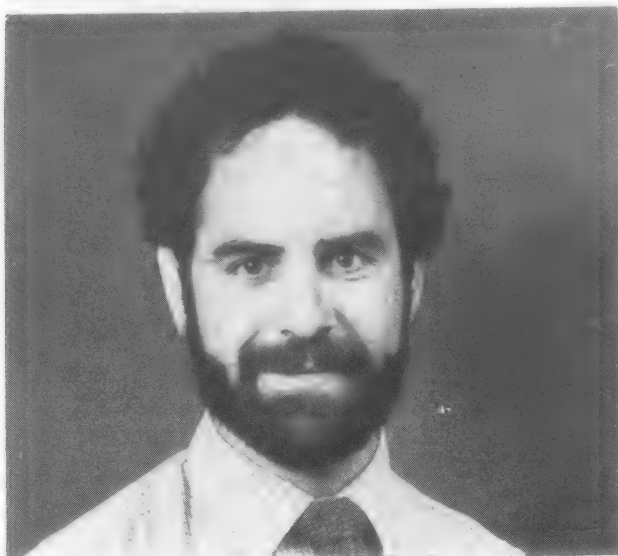
Rudy now has five arcades, four in Scheveningen and one in another resort not far away. His Sportland 2000, right on the promenade at Scheveningen, opened this year, and is already a great success. I will describe it another time.

This month's focus has been, perhaps, more a focus on what a man has done rather than on the man himself. But I think that Rudy's way of running his arcades is very much a reflection on the man himself. Anyway, I think that most people will agree that Personalty Focus on Rudy Hommerson has been well worthwhile.

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## GREMLIN HAVE THE SITUATION TAPED

Gremlin Industries have followed up their VideoFax service tapes (reported in the August issue of *Leisure Play*) with a similar programme which offers an alternative to introducing and demonstrating game play. Operators can tune in to ASTRO FIGHTER, CARNIVAL and DIGGER at distributor show rooms world-wide.



Ron Stein, Gremlin/Sega's Director of Video Productions.

Both the service and demonstration tapes have been enthusiastically received in the United States.

Each tape, approximately seven minutes long, presents a dramatic vignette based on game theme.

The inaugural VideoFax tapes, the brainchild of President — Frank Fogleman, introducing the ASTRO FIGHTER, CARNIVAL and DIGGER games, debuted at Gremlin's June distributor meeting with tremendous response. "Our distributors were flattered we took the time and energy to create an effective sales tool for them. The tapes go a step beyond actually playing the games by effectively demonstrating complex games features in an entertaining way. Our VideoFax programme is illustrative of Gremlin's commitment to innovative ideas," Fogleman explained.

Gremlin distributors who have earned JVC playback/recorder units and portable colour monitors as part of a sales incentive bonus, received copies of the initial VideoFax tapes for viewing in their showrooms.

The tapes were produced and directed by Gremlin Director of Video Production, Ron Stein. Stein, a former photographer for the U.S. Navy and holder of a B.S. degree in Telecommunications and Film, joined Gremlin from KPBS-TV where he served as producer/director.

The Gremlin VideoFax service tapes (often referred to as the "Margolin Tapes"), starring Customer Service Manager, Steve Margolin. Margolin gives an explanation of game components and troubleshooting techniques supplementing the game manuals packed with each game.

"We're very pleased our video tape programme has been so well received. Our aim is to accompany every new Gremlin game entry with a VideoFax promotional and service tape," Fogleman said.

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# Flight 2,000 'Talks' the Player into 'Space'

The first "talking" pinball machine produced by Stern Electronics Inc — FLIGHT 2000 — is now being distributed world-wide. This new entry into the wide-body pinball game market is a solid state four-player game.

Designed by pinball pioneer Harry Williams, Flight 2000 says "Blast-off" when those target letters are hit — and activates the "multiple ball rocket launcher" that releases three balls simultaneously on the playfield. To the expert player, the machine will respond, "All Systems Go", and "Countdown: 5-4-3-2-1" in computer voice.

Flight 2000, another space/ fantasy theme game from Stern, boasts a colourful "futuristic" backglass, illuminated by a multi-colour display of flashing lights when the "Blast-off" target is activated.

The new game combines all the latest pinball technology with a number of new playfield features created by Stern. Scoring features include:-

- "Multiple ball rocket launcher" — first Stern game to accumulate three balls on the playfield and launch simultaneously when player makes "Blast-off".
- First Stern game with 50,000 point skill shot target-bank — player earns 50,000 points when all three targets in the drop bank are hit at once.
- Multiple value spinner — enables players to gain up to 2,500 extra points in increments of 500.
- Sequential drop target.
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Flight 2000's advanced electronic system was designed and manufactured by Universal Research Laboratories, Inc., a Stern subsidiary.



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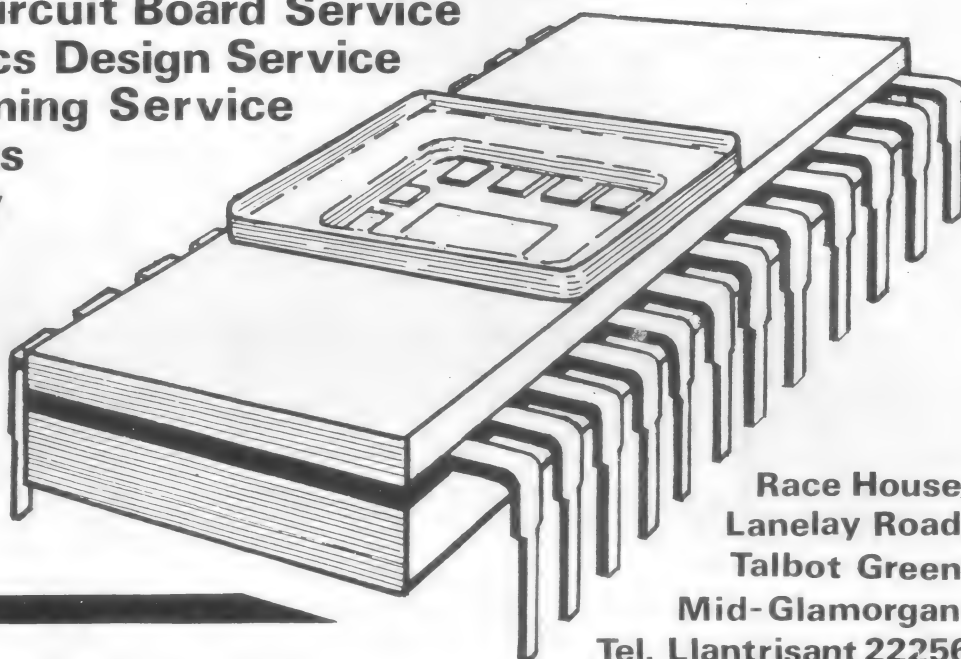
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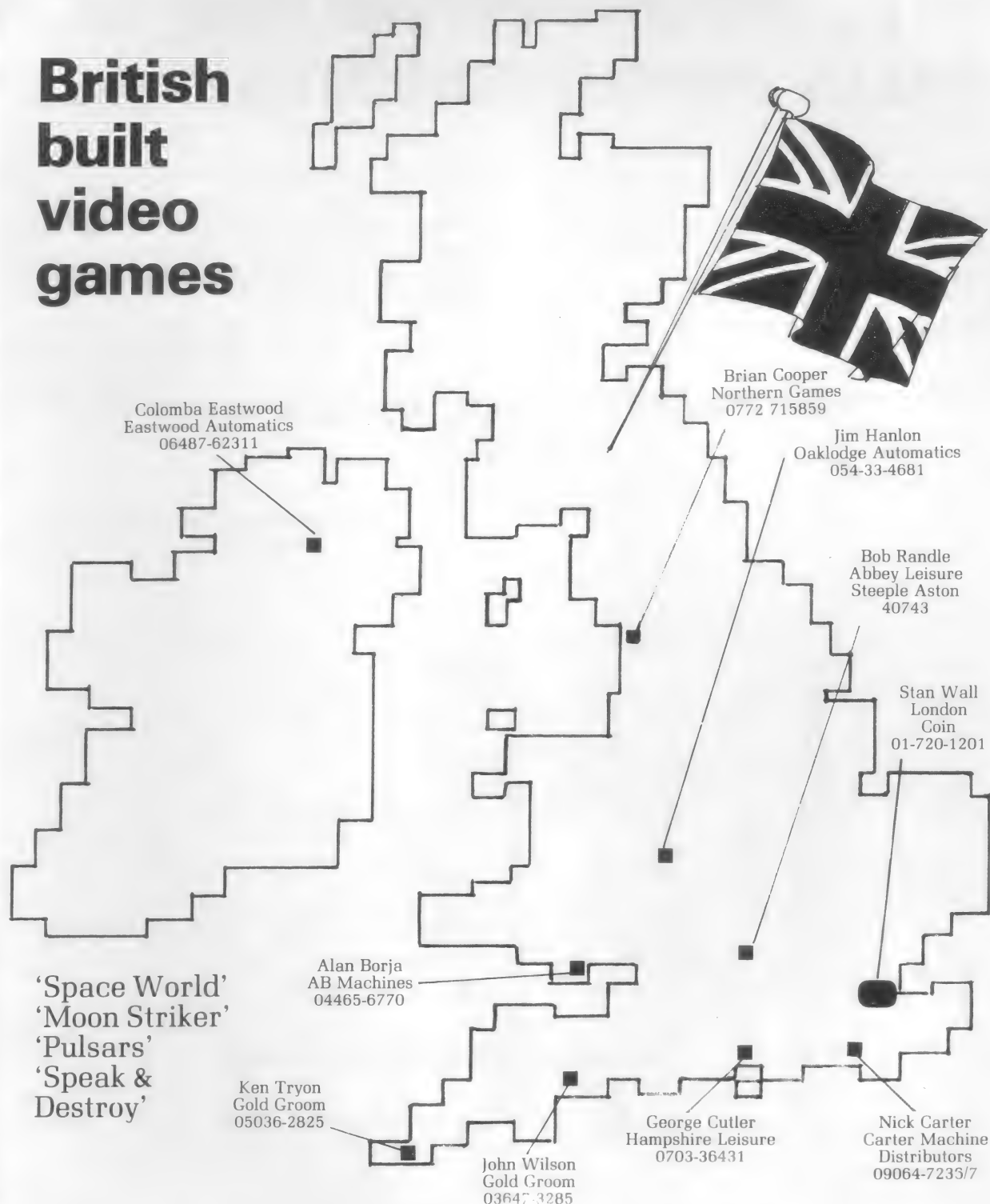


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# talking technical

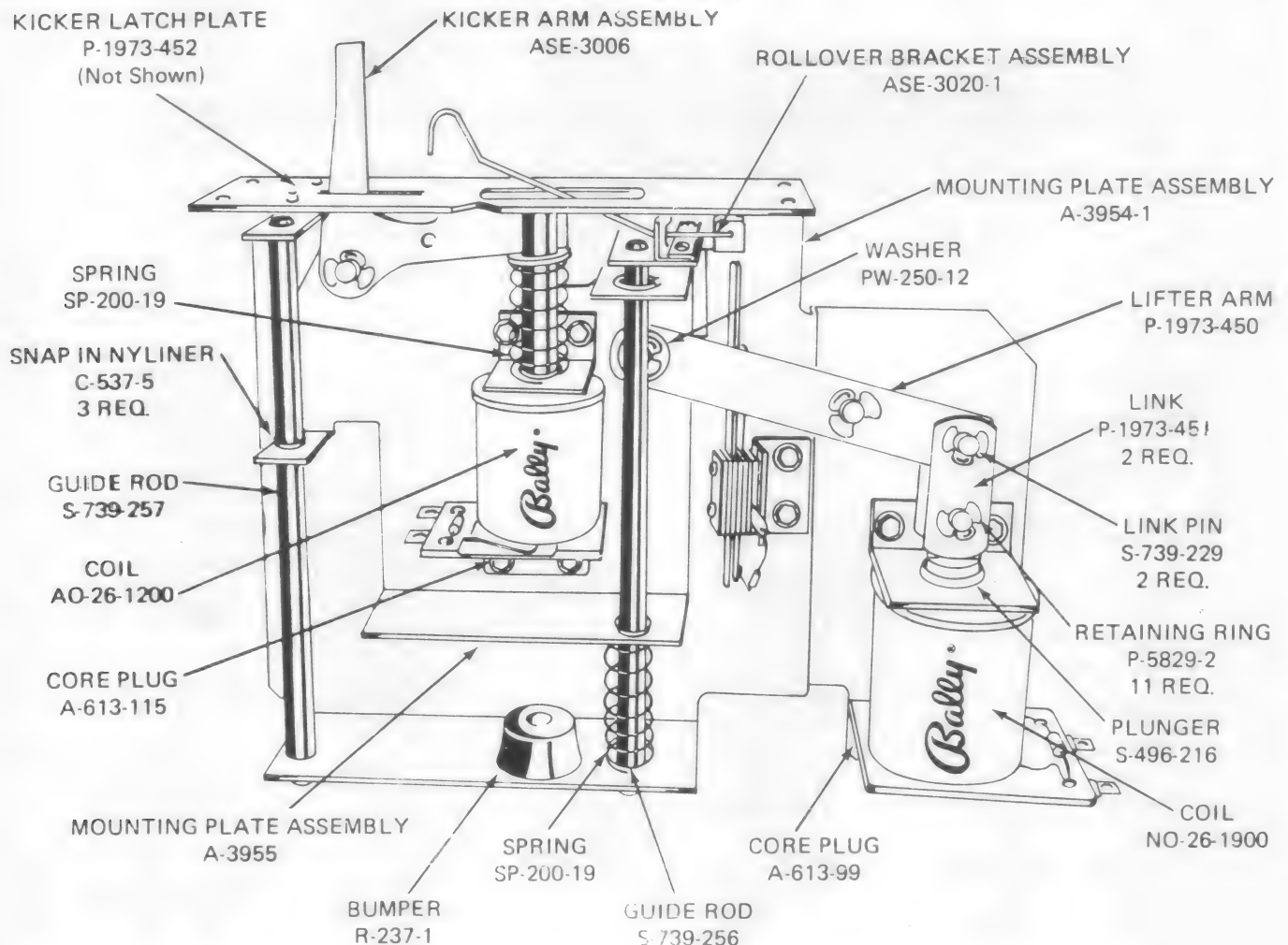
## Play, Maintenance & Service BALLY IMPROVEMENTS by B. M. Powers

The last BALLY games, SILVERBALL MANIA, ROLLING STONES, HOT DOGGIN' and MYSTIC, have shown new improvements to help the play, maintenance and service of the games.

The starting point was with the new "Disappearing Kickback Assembly" that was

used on SILVERBALL MANIA and again on HOT DOGGIN'. This new device allows the player additional points and playtime if the players can skillfully activate the kicker. A picture of the assembly and breakdown of the parts is below.

### DISAPPEARING KICKBACK ASSEMBLY ASE-3007-1





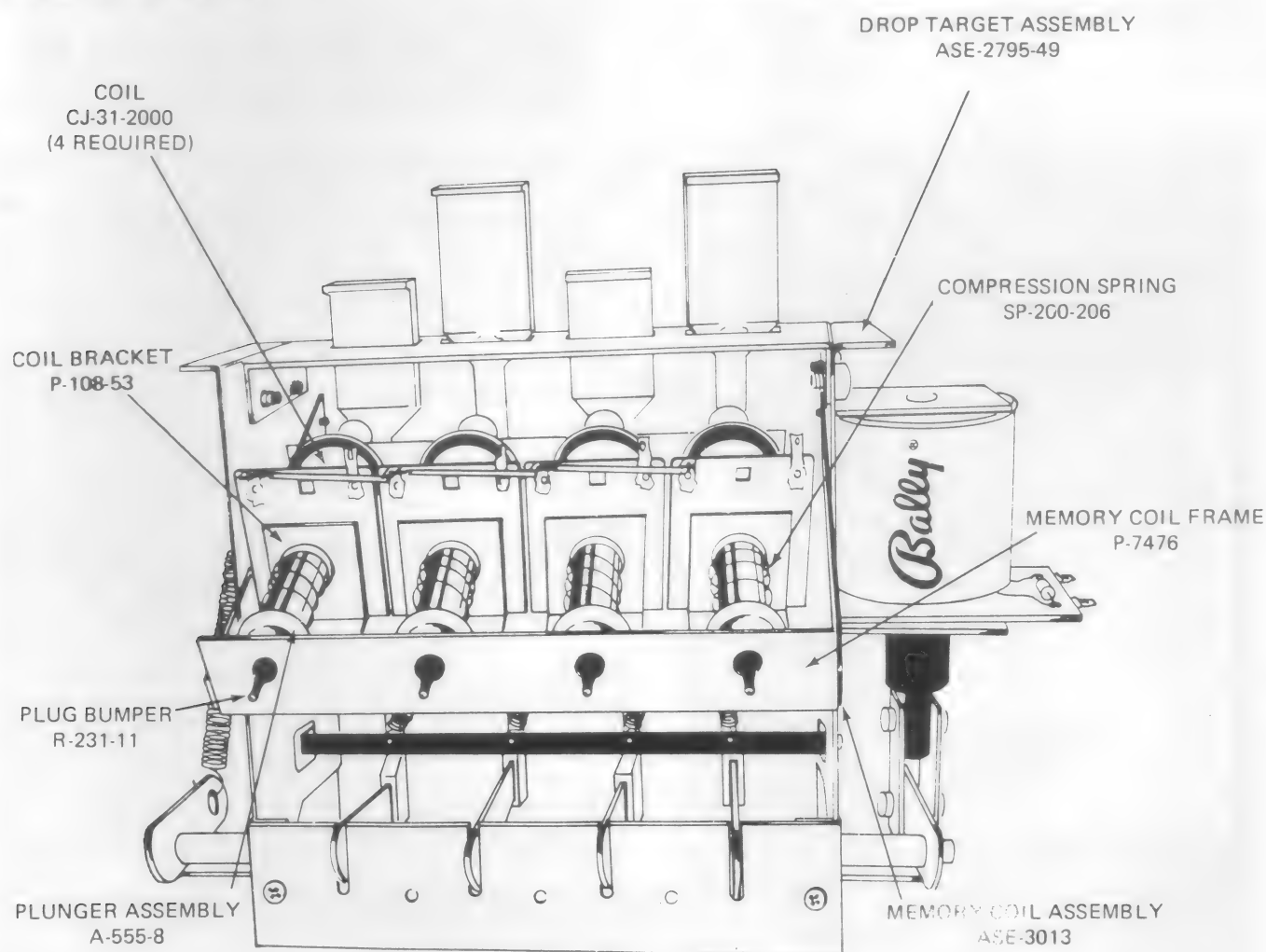
# talking technical

## service get a lift from . . . .

### DROP TARGET & MEMORY COIL ASSEMBLY ASE-3038

The second group of changes took place on ROLLING STONES, with this game there were two new assemblies introduced. The scoring mini-post, which rewards a player points even though the shot for the higher point value was missed. The second new innovation was the use of memory and recall on the drop target assembly. This allows the player on a multiplier game to have the drop targets returned to the position they were in on the players previous ball in play.

A drawing of this new assembly is below.



This series on Bally improvements will be continued in next month's issue of Leisure Play . . . .

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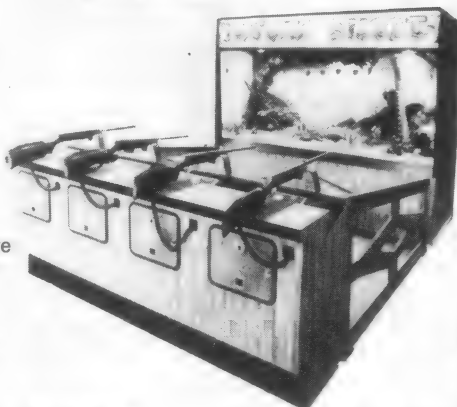
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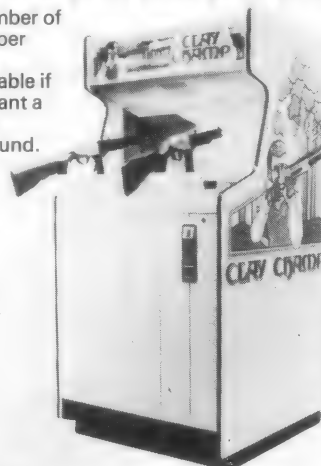
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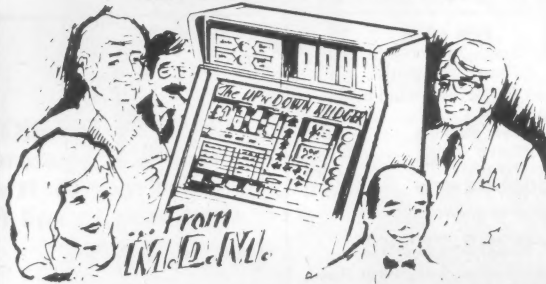
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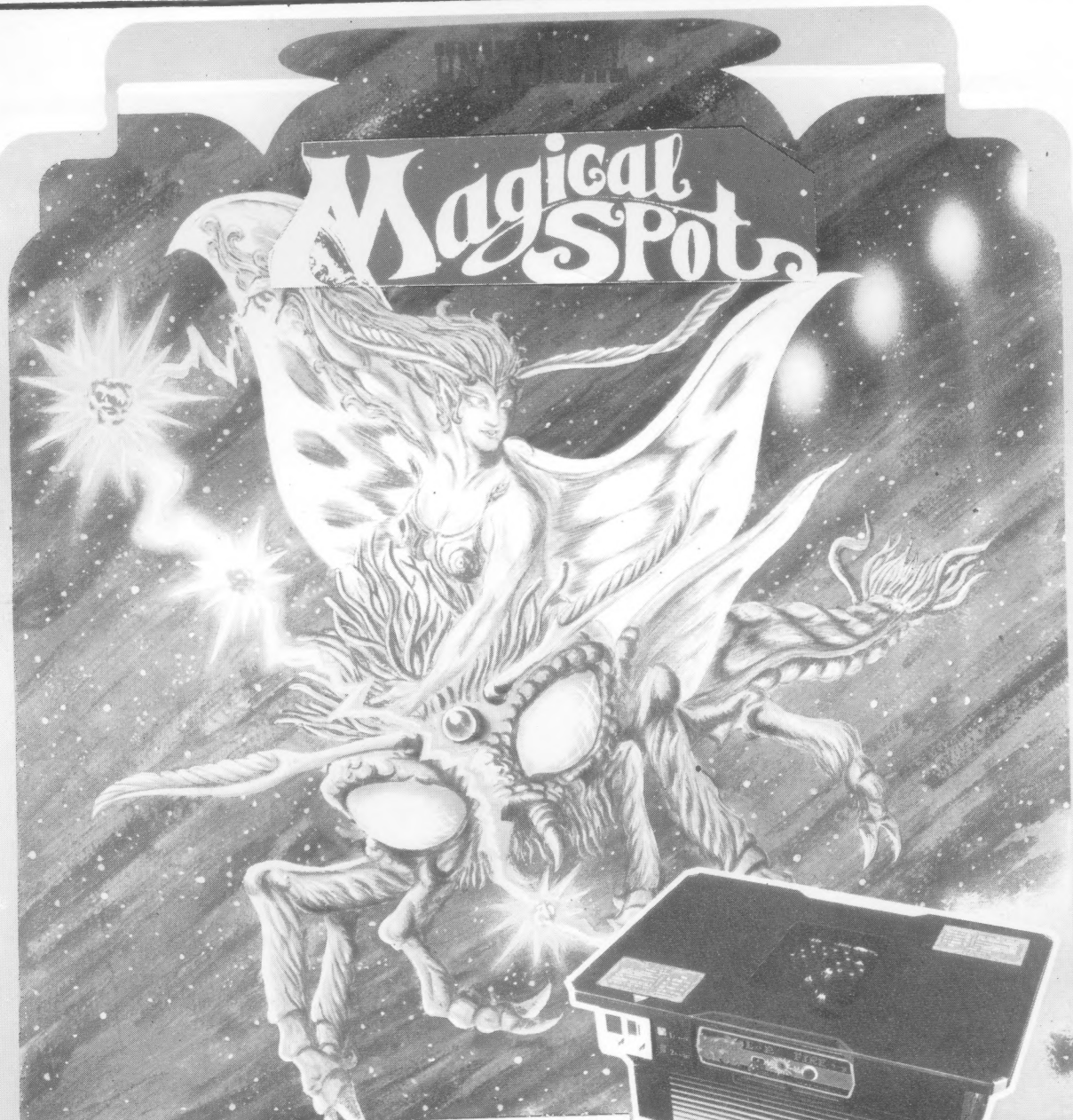
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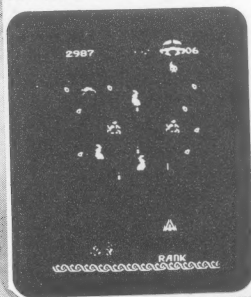
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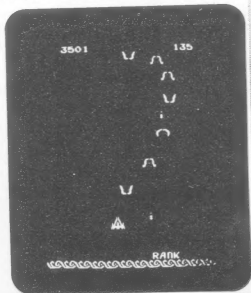
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